

CLAIM LIST

1 - 24. (cancelled)

25. (currently amended) A method for enabling product configuration market research comprising the steps of:

sending market research software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a ~~hypothetical~~ product configuration not available via the software for purchase;

displaying via said market research software a total price value of the product at each of said computer systems in accordance with price values of said selected features separate from the operation of said network addressable site;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site;

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product; and

determining at least one of new product, product configuration, pricing, or segmentation in accordance with said information.

26. (previously presented) The method according to Claim 25 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

27. (previously presented) The method according to Claim 25 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

28. (previously presented) The method according to Claim 25 wherein said information further comprises data representing said selected features and any changes in the selection of said features by the user of each of said computer systems until said product configuration is completed.

29. (previously presented) The method according to Claim 25 wherein said information is unassociated with any real purchase of the product.

30-39. (cancelled)

40. (previously presented) The method according to Claim 25 further comprising the step of sending a survey having questions to each of said computer systems from the network addressable site one of before, after, or before and after said step of sending market research software, which enables the user of each of said computer systems to answer said questions and to send answers to said questions to the network addressable site.

41. (cancelled)

42. (currently amended) A method for enabling product configuration market research comprising the steps of:

sending market research software from a network addressable site, via a network, to one or more computer systems which when executed by said computer systems enables each user of said computer systems to select the features of a ~~hypothetical~~ product configuration not available via the software for purchase;

displaying via said market research software a total price value of the product at each of said computer systems in accordance with price values of said selected features separate from the operation of said network addressable site;

updating said displayed total price value in accordance with changes in said selected features separate from the operation of said network addressable site; and

returning information via said network to said network addressable site having data representing at least said features selected when the user of each of said computer systems has completed the configuration of the product, wherein said information represents market research information relating at least to the total price for a ~~hypothetical~~ configured product the user of each of said computer systems is willing to pay in accordance with said features selected by the user.

43. (previously presented) The method according to Claim 42 wherein one or more of said features has a plurality of subfeatures for selection by each user of said computer systems, said total price value of the product is further in accordance with the price values of said selected subfeatures, and said data further represents said selected subfeatures for said selected features.

44. (previously presented) The method according to Claim 42 further comprising the step of measuring elapse time for each user of the computer systems to configure the product, and said information further comprises data representing said elapse time.

45. (previously presented) The method according to Claim 42 wherein said information further comprises data representing said selected features and any changes in the selection of said features by the user of each of said computer systems until said product configuration is completed.

46. (previously presented) The method according to Claim 42 further comprising the step of sending a survey having questions to each of said computer systems from the network addressable site one of before, after, or before and after said step of sending market research software, which enables the user of each of said computer systems to answer said questions and to send answers to said questions to the network addressable site.